

## How to get 4 x More Reviews

Firstly, although sellers do get the phone number of customers who have placed an order, I do not believe that phoning customers is a good idea. Having tried it myself and listened to others who have also tried it, I don't advise it. Many customers get annoyed because they feel that it's an intrusion.

### **There's a much better way!**

Use a service that links your customers to an automatic email follow up sequence. Providing you don't overdo it and only send 2 or 3 emails, you won't have any problems and you will get a lot more reviews AND better seller feedback!

I advise sending 3 emails spaced out over 2 weeks.

**The first** goes out immediately the order is shipped and informs them of such. It's all linked up to your Amazon account and as soon as the order ships, the email is triggered and sent.

**The second** goes out after one week. It asks them if they received their order and if so, was everything okay. It also asks them to leave seller feedback and includes the link for them to do this.

**The third** goes out after another week and asks for an unbiased review. The link for them to click on and leave a review is included in the email.

*I find this works really well. Even though Amazon themselves send emails to our customers, you get a lot more reviews by adding a few of your own.*

There are several services that can do this job. Feedback Genius is one of them. All you do is set it up once, connect it to your Amazon seller account (very easy to do!) and that's it. You only ever need to set it up once for each product you are selling. You can begin using Feedback Genius for free and then upgrade your plan as orders increase.

The screenshot shows the Feedback Genius website. The header includes the logo and navigation links: Home, Pricing, Tour, FAQ, Contact Us, Log In, and a Sign Up button. The main content area has a blue background with the text 'Smart Customer Communication' and a description of the service. To the right, a laptop displays the 'Feedback Summary' and 'Current Amazon Ratings' dashboard.

**Feedback Summary**





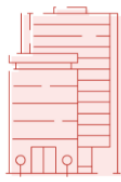
Period	1 Day	30 Days	90 Days	180 Days
Orders	2,275	9,017	28,193	76,882
Message Sent	2,274	9,016	28,192	76,881
Positive Feedback	148	588	2,027	5,481
Negative Feedback	7	30	87	184

**Current Amazon Ratings**

Feedback	30 Days	90 Days	180 Days	12 Months
Positive	85%	86%	86%	85%
Neutral	7%	7%	7%	7%
Negative	8%	7%	7%	8%

Updated 12:55 am on Jun 20th  
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The free plan allows you to send 100 emails. I recommend that if you are starting out with the free plan, skip the second email (the one that requests seller feedback) and simply send one email as soon as the order has shipped, and another one two weeks later to ask for the review.

 <p><b>ESSENTIALS</b> 100 Emails</p> <p><b>\$0</b> / mo</p> <hr/> <p>100 emails Available for only one marketplace</p> <p><a href="#">SIGN UP</a></p>	 <p><b>STARTUP</b> 1,000 Emails</p> <p><b>\$20</b> / mo</p> <hr/> <p>1,000 emails \$10 for each additional marketplace</p> <p><a href="#">SIGN UP</a></p>	 <p><b>GROWTH</b> 3,000 Emails</p> <p><b>\$40</b> / mo</p> <hr/> <p>3,000 emails \$10 for each additional marketplace</p> <p><a href="#">SIGN UP</a></p>	 <p><b>PREMIUM</b> 10,000 Emails</p> <p><b>\$80</b> / mo</p> <hr/> <p>10,000 emails \$10 for each additional marketplace</p> <p><a href="#">SIGN UP</a></p>	 <p><b>HIGH VOLUME</b> 60,000 Emails</p> <p><b>\$250</b> / mo</p> <hr/> <p>60,000 emails \$10 for each additional marketplace</p> <p><a href="#">SIGN UP</a></p>
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**WARNING** – never ask for a **positive** review or try to influence the customer to leave a positive review. Additionally, never offer the customer anything in exchange for a review and don't ask more than once. Amazon has clamped down on these sorts of activities and since May 2018, they have removed 100's of 1000's of reviews from listings. The removed reviews were deemed to have been gained through improper practices. As far as is known, no sellers were suspended, but some listings have had limitations put on them as far as how many reviews can be posted on those listings in a given time period. To avoid your listing have reviews removed, or having review limits imposed, do not break or bend any rules